

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRAL-TV Raleigh-Durham	Date: 10/18/2012
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I, Media Strategies and Research,
 being/on behalf of: Janet Cowell, a legally
 qualified candidate of the Democratic political
 party for the office of: Treasurer
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, October 25, 2012			Sunday, October 28, 2012		

Total Charges: \$12,415.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Cook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, October 18, 2012

Date

Athina A. Hether

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Marian Bell

Signature

MARIAN BELL

Printed Name

Salv Mktg

Title

Director

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

MEDIA STRATEGIES & RESEARCH
1580 LINCOLN STREET
SUITE 510
DENVER, CO 80203

<u>Contract / Revision</u> 119680 /		<u>Alt Order #</u>
<u>Product</u> POL - add order for 10/25 - 10/28		
<u>Contract Dates</u> 10/25/12 - 10/28/12		<u>Estimate #</u>
<u>Advertiser</u> Cowell for NC Treasurer		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/25/12	10/28/12	WRAL AM News	6-7a	----1--	:30	1	\$900.00	NM	1	\$900.00
				Class 3								
N 2	WRAL	10/25/12	10/28/12	CBS This Morning	7am - 9am	---1---	:30	1	\$665.00	NM	1	\$665.00
				Class 3								
N 3	WRAL	10/25/12	10/28/12	WRAL 6a News Sat	6-8a	-----1-	:30	1	\$400.00	NM	1	\$400.00
				Class 3								
N 4	WRAL	10/25/12	10/28/12	Young and the Restless	4-5p	---1---	:30	1	\$1,065.00	NM	1	\$1,065.00
				Class 2								
N 5	WRAL	10/25/12	10/28/12	5:00 First News	5-530p	----1--	:30	1	\$1,780.00	NM	1	\$1,780.00
				Class 3								
N 6	WRAL	10/25/12	10/28/12	5:30 News	530-6p	---1---	:30	1	\$1,780.00	NM	1	\$1,780.00
				Class 3								
N 7	WRAL	10/25/12	10/28/12	6pm News (M-F)	6-630p	----1--	:30	1	\$2,225.00	NM	1	\$2,225.00
				Class 3								
N 8	WRAL	10/25/12	10/28/12	Inside Edition	7-730P	---1---	:30	1	\$975.00	NM	1	\$975.00
				Class 3								
N 9	WRAL	10/25/12	10/28/12	Late News	11-1135p	----1--	:30	1	\$2,225.00	NM	1	\$2,225.00
				Class 3								
N 10	WRAL	10/25/12	10/28/12	David Letterman	1135p-1237a	---1---	:30	1	\$400.00	NM	1	\$400.00
				Class 3								
Totals											10	\$12,415.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/27/12	10	\$12,415.00	\$10,552.75
Totals	10	\$12,415.00	\$10,552.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.